



THE STORAGRAM

KAUFMANN'S
FIFTH AVENUE PITTSBURGH

THE COVER THIS MONTH

"Snowflake Motif"

*is an original design drawn
especially for the Storagram
by Ferdinand Sesti of the
Interior Decorating
Department*

The STORAGRAM

Published monthly by and for the Fellow-workers of Kaufmann's,
Printed and bound in our own printing shop.

Vol. VIII

Pittsburgh, Pa., November, 1927

No. 10

Ships in Many Distant Ports are Loading for Kaufmann's



*The Picture Above Shows
The Berengaria Loading at
Cherbourg, Where Twelve
Deckhands are Hustling The
Big Cases Marked "Kauf-
mann's, Pittsburgh, Pa."*

*The Photograph Below was
Taken in The Packing Room
of Our London Office.*



Quaint pottery, fashioned by skilled hands in the hill towns of Italy; droll little wooden figures done by wood carvers in German villages; gowns that are the essence of the gay, smart world of Paris; rare Lalique glass from studios in France; prayer rugs and tent rugs whose symbolic designs have been woven by strange, oriental hands . . . On every floor, in almost every department of this great store there are fascinating articles from foreign lands. "Imports" we label them, and too seldom inquire further about their story. But what a tale all this foreign merchandise could tell! Kaufmann buyers literally "circle the globe", visiting the world's market places, buying the best, the most distinctive things offered. There is a liberal education right here in our store for those of us who will go into the study of the various articles of foreign merchandise carried in our stocks.



BLOSSOMS IN GLASS

The Newest Note in Table Decoration

Gossamer glass flowers have come to grace our tables. As fragile as fairy creations, they lend a lovely grace and a very decorative note to any table. The petals, of clear crystal or palest rose or heavenly blue, are mounted on delicate wires; the stems, too, are silk-wrapped wire, and may be bent to take graceful lines. It would be hard to think of a more original or a lovelier decoration than several sprays of these gossamer glass flowers, arranged in a vase of "reeded and bubbly" glass, set on a mirror. There is a sparkling, vivacious beauty to such a center piece.

These flower creations of very thin glass are just one more expression of the great revival of interest in decorative glass today. There are fashions in table decorations, just as there are in apparel. One of the most outstanding fashion notes of the day is *color*. Color first came into vogue in clothing. We heard on all sides, "Fashions are very colorful." Then color became the mode in home furnishings. Now we note color on the table. Visit the Seventh Floor and see how subtly a color scheme is carried out on a correctly set table.

Ready to Meet the Christmas Rush



First Row—Messrs. H. Bentley, H. C. Johnston, G. M. Browning, Miss May Rogner, H. R. Jacobson, R. Brautigam, G. W. Tandy, H. T. Woodman.

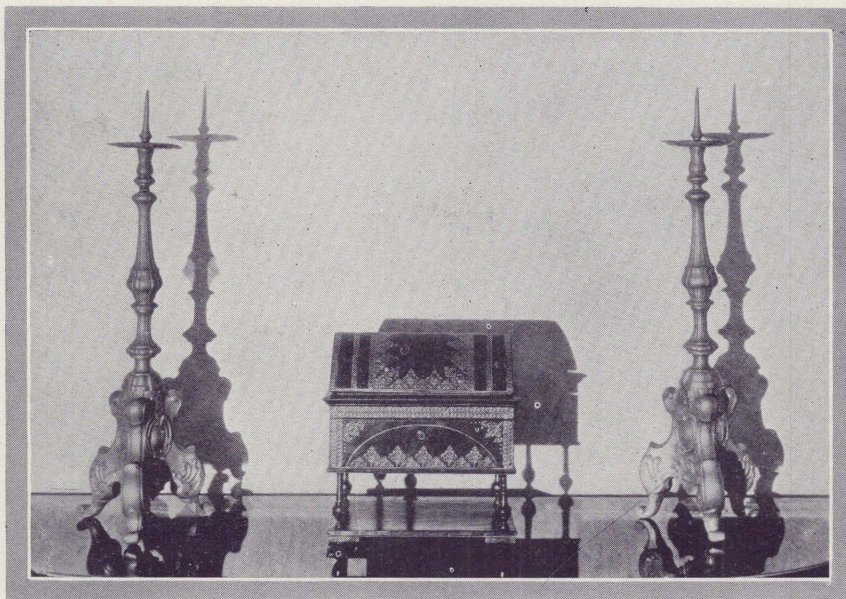
Second Row—Messrs. O. Hook, J. J. Brownlee, H. Raphael, H. G. Beers, J. J. MacCarthy, J. H. Sauers, H. Rush, D. J. Stravinsky, R. Hynes.

Third Row—Messrs. U. S. Miles, J. Finn, L. Dinsmore, H. Deviney, A. G. Riske, C. C. Andrews, S. O. Thompson, A. W. Kunzelmann.

As representatives of the superintendent's office, the Floormen are directly responsible for service—and that is a heavy responsibility these pre-Christmas days. In many of the departments supervised by the gentlemen in the picture above, the sales force is increased one hundred percent for the Christmas business. Indeed, in some departments, the number of salespeople is increased more than one hundred percent. To assist these new Fellow-workers to get properly into the stride of the work, is in itself, no small part of the floorman's work. In addition to this, he looks after department displays, he sees that merchandise comes promptly from the stock rooms, he o. k.'s for returns and exchanges, he sees that departments are properly staffed at all times, he checks up on help requisitions. Even this does not complete the list of his various duties. To do all this might seem to the reader a big job. And it is. But that isn't all!

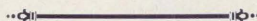
The foregoing paragraph has sketched only a small part of department operation for which the floor man is responsible. There is the other phase—service to customers. It is the floorman who must see at all times that every customer in his department is being satisfactorily served. In a large organization like ours, where it is not possible for the store owners to meet the customers as was once the happy custom when our store was small, this duty is delegated to the service representatives on the floor. The customer is our guest. She must be made to feel welcome whether she comes to buy or "just to look". The floormen, interpreting the policy of the firm, endeavor to convey this spirit of hospitality to our customers. Customers want prompt service; they expect courtesy; they respond to intelligent attention. All this the floorman, in his work with the customers and salespeople, endeavors to secure. And all this he does in the midst of thronging crowds.

"A Queen's Treasure Chest"



You may see it in the Gift Shop. You would know it at once as a queen's treasure chest. It has a regal air, and something of a look of mystery, too. It seems to say, "Treasures I have one time had in my keeping—a queen's treasures. There was a diamond necklace that was worth a king's ransom—the gift to her majesty, so 'twas said, of—but that was ever a secret. And other secrets I have held, too. Not jewels, these, but treasured by her majesty above her jewels. These were letters written to her by lords and courtiers. I know not if she loved these lords but she loved their letters, surely. And once there was a document locked within me for safe keeping, that had naught to do with love. It told of black intrigue, an ugly plot, hatched within the queen's own court. How it came to the queen's own hands and what counter plots she shaped while I guarded that evil document, I cannot tell now."

The queen's treasure chest could doubtless spin us romance that would run into volumes and set a dozen movies up in business! The picture above shows an exact replica—a perfect reproduction of a treasure chest that once belonged to Marie Antoinette. The little chest is of finest, hand tooled leather. It was made in France, and its workmanship shows that exquisite tracery in gold which is done only by those old world artisans who love their craft. Altogether it has caught the spirit of the original; and the memories of that proud Queen, Marie Antoinette, live again as one looks at this little treasure chest. Standing guard beside it are two pewter candlesticks. These are faithful copies of a pair of old candlesticks that once sent their flickering light into the gloom of a great banquet hall in an old baronial castle. The Gift Shop on the Eleventh Floor is rich in such interesting treasures. Have you visited it lately?



China and Glassware Department Meetings

Mr. Harris, buyer of China and Glassware, Mrs. Leach, stylist, Mr. Nicholas, assistant buyer, and Miss Patterson are conducting an interesting series of department meetings Tuesday and Thursday mornings, at which the entire selling staff of these departments

are learning much about the china and glassware that are carried in these beautiful departments. Italian Pottery, Morgan Belek China, English Bone China, Fine Imported and Domestic Glassware and Correct Table Appointments are being discussed.

She Opens Thousands of Carriers Daily

Read What Operator Says About Folding Saleschecks

"I don't suppose many people in the store understand what happens to the carriers and charge sales checks after they disappear into the pneumatic tubes. Probably, if they think about it at all, they just suppose that some machine does it all. But they're wrong about that!

"Charge checks from all over the store come to the Tube Room in the Basement, and my work is to pick up each carrier as it comes on the belt, slide it open quickly, read the charge name at a glance, then send it on to the charge authorizer. You see there are eight big rotary files in the tube room, with one girl at each file, having her division of the alphabet. As I open each carrier and see the charge name on the body of the check, I send it on into one of four places, according to the initial of the last name. For instance, I see the name "Mrs. A. H. Gordon". That goes into the belt which will carry it to the girl who has file G to M.

"It takes me longer to tell about it than it does to do it. Some days the carriers pop so fast you'd almost think it was machine gun fire! It doesn't matter how fast they come, I have to open each one, read the name and pass it along to the right authorizer. I like it to go fast. If the checks are folded correctly the charge name in the body of the check shows right on top, the minute I open the carrier. That speeds up service, and of course, it makes my work easier. If the checks are not folded correctly, you see I have to stop and take them out, unfold them, look for the name, fold them up and put them back again before I can send the carrier to the authorizer. This takes so long that sometimes while I am doing this to one carrier, ten others pile up.

"This is one reason why service gets held up sometimes. One sales person's bad check folding will keep ten other salespeople waiting till



This is Miss Smith Who Opens the Charge Carriers.

I get caught up. Especially now as the holiday rush is on, I hope every one will help me to work at top speed by folding checks correctly so I can see the charge name at a glance as soon as I slide open the carrier. And please don't put more than one charge check in a carrier. So, if you will always use a red carrier for send charges and a green one for taken charges, if you will fold your checks so the charge name is on top, and if you always put just one check in the carrier, I will do my part to speed up service."



New Cretonnes Reproduce Famous Paintings

Now you can have *The Dance of The Nymphs* in cretonne! The famous painting by Corot, which now hangs in the Louvre, is faithfully copied in this new cretonne. Or would you like *The Roman Girl*, after the painting by Bonnat or *The Shepherd*, that well known masterpiece by Anton Mauve? These, too you can now have in exquisitely soft-toned cretonnes. The Harmony Prints offer a new art note in cretonnes,

faithfully reproducing fine old masterpieces.

These interesting facts were brought out in the Merchandise Study Group Meetings which the Drapery Department is holding. Miss Stehle, Miss Eckert, Mrs. Dorrance conduct the meetings. Mr. Cornell assistant buyer of Draperies, and Miss Anne Patterson, Training Supervisor, are making many interesting contributions to the meetings.

When No One Was What He Seemed To Be And King Carnival Ruled

The Hallowe'en Masquerade and Frolic which Kaufmann fellow workers held in the Auditorium on Wednesday evening, November second, was a gay event and a great success. The auditorium was in holiday attire—black cats with blinking eyes, witches a-stride of brooms, pumpkins and autumn leaves lending a typical Hallowe'en air to the scene. Joe Miller's Society Orchestra appeared in costume. The refreshments were big red apples, cider, doughnuts, popcorn and candy. Prizes (five dollar merchandise certificates) were awarded to the following: To Miss Ann McDermott of the Drug Department and Mr. Henry Hirsh of the Men's Clothing department for the most beautiful costumes; to Miss Becky Sobel of the Auditing Department and Mr. J. W. Frishler of the Newark Shoe Co., for the most original costumes; to Mr. Jacob Thierry, Packing Supervisor, for the funniest man's costume and to Miss Hutchison and Mr. Steinhauser, of the Men's Furnishing Department for the most comical couple.



These Committees Did Good Work

The success of the Hallowe'en Party was due to the splendid work done by all the committees. Miss Jewel Foley was general chairman, and she made a good one. Other committees were as follows:

PUBLICITY

Mr. E. Goldstein, Chairman
Miss A. Hunter
Mrs. C. Spindler
Mr. E. M. Cummins
Mr. J. Hanlon
(All Floor Superintendents)

MUSIC

Mr. R. Friedlander

GENERAL COMMITTEE

Miss M. A. Maloney
Miss H. Fitzsimmons
Mrs. M. Snyder
Miss A. Hunter
Mr. H. Minnich
Mr. J. Meyers
Mr. O. C. Lloyd
Mr. R. Friedlander
Mr. J. Kelly

ARRANGEMENTS

Mr. H. Mohr, Chairman
Mr. H. Minnich
Mr. J. Cavanaugh

PRIZES

Mr. P. Paley, Chairman
Mr. H. Heyman
Mrs. J. Solamon
Mr. A. Roth

HOSPITALITY

Miss M. A. Maloney, Chairman
Miss J. A. Foley
Mr. O. C. Lloyd
Mr. E. J. Hirsch
Mr. R. Friedlander

DANCE

Mr. John Kelly, Chairman
Mr. W. L. Smith
Mr. J. D. Eggers
Mr. E. Dorgan

REFRESHMENTS

Mrs. Leopold, Chairman
Mrs. E. Treibley
Miss H. Fitzsimmons

DECORATIONS

Mr. A. Greiner, Chairman
Miss L. Stephenson
Mrs. R. Leach

TICKETS

Mrs. M. Snyder, Chairman
Miss J. Pauley
Miss R. Sobel
Miss J. Stephenson
Miss J. Fabian
Miss M. Clark
Miss M. Elser
Mrs. Stewart
Mr. E. M. Cummins
Mr. J. Hanlon
Mr. J. Thierry
(All Floor Superintendents)



Upper Left—Mr. Jake Thierry; upper right—Mr. J. W. Frishler; lower—Miss Hutchison and Mr. Steinhauser.



The Story of the Colonel's Hound

The story is told of a Southern colonel who owned what he asserted was the fastest, the best bred and the keenest-nosed hound that had ever been known in that region. But the dog suffered from a temperamental defect which defeated his success. At sunrise he would start out on his own hook after deer. He would jump a buck and run him for miles. When the buck was on the point of exhaustion, the hound's nostrils would catch a taint in the air where a fox had crossed the trail, and the dog would instantly decide that the fox was a more attractive proposition for him than the deer, and he would at once take up the scent of the fox. Later, when he would near the fox and the chase became hot, his nose would detect the presence of a rabbit, and he would start in pursuit of the cottontail—with the inevitable result that by four o'clock in the afternoon the hound would be thirty or forty miles away from home, in a swamp, with a chipmunk treed.

This hardworking dog undoubtedly had the best intentions, he was ambitious and energetic enough, but he didn't have a definite objective and stick to his plans until he arrived.

Ernest Hopkins, president of Dartmouth College, recently remarked that the greatest pest in any institution, whether a business office or a college classroom, is the fellow who is not quite bad enough to fire, but who just *barely gets by*.

No-Accident Month Enlists Our Interest

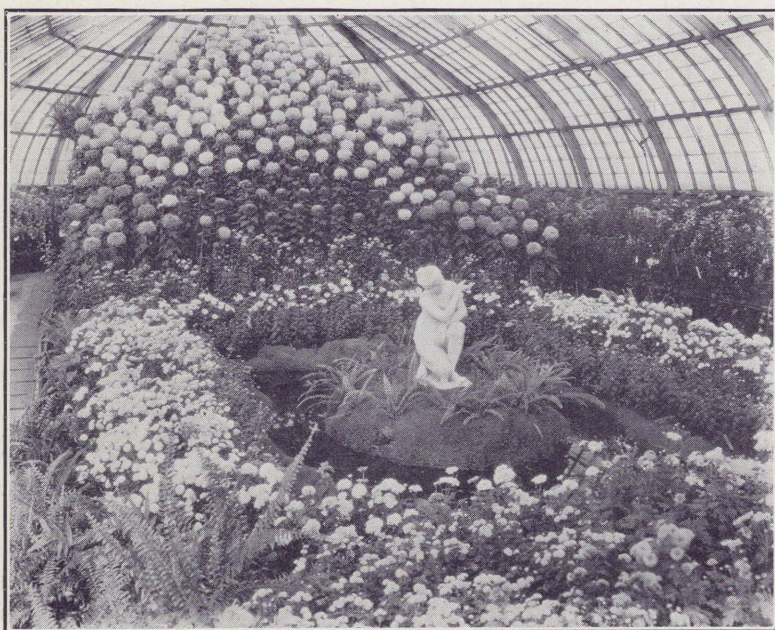
Every fellow worker in this organization should consider himself or herself a member of the Safety Committee which, this month, is doing some intensive work in behalf of accident prevention. The first step in any reform is to get people to stop and think. This month we are trying to get people to take time to think about the terrific waste of human life in needless accidents. The next step is to think about rational means of accident prevention. The idea is not simply to make November one month in the year when accidents are reduced to the minimum. It is rather to get accident-prevention thought awakened by a campaign. If this is done successfully, each succeeding month will show a diminishing accident list. Every one of us can take an active part in such a campaign.

Let Us Give Thanks In All Sincerity

Thanksgiving Day—so picturesque in its origin, so significant in its present day celebration, will be observed by all Kaufmann fellow workers this year with heartfelt prayers of thanks. The devastating explosion which took its ghastly toll of lives in the neighborhood of our North Side Service Station, mercifully spared all our fellow workers there. The great warehouse, strong and secure, amidst the wreckage of its neighbors, sheltered all our fellow workers from harm. We sorrow with the people who lost dear ones, and with heartfelt prayers we give thanks that our North Side fellow workers were spared.



Pittsburgh—A C



While November skies are lowering and snow flurries announce the coming of winter, Pittsburgh spreads a floral feast for her people. At the Phipps Conservatory in Schenley Park, twelve thousand chrysanthemum plants are a-bloom! The Annual Chrysanthemum Show is a thing of beauty dear to the hearts of Pittsburghers.

President Coolidge, speaking on Founder's Day, said of our city: "We have written a wonderful epic in the history of the world. They have painted an inspiring picture of the waterfront, decorated by gigantic bridges, and by the movement of iron mills produce an enormous tonnage exceeds the total rail and water seaports of the world. The great country has been used to raise a higher realm. It is this spirit of growth of your community. The edifices, in your charitable and court house and the Jewish women, the new home of the Cathedral of Learning for the young many club buildings will of your city a wide variety of as these are in determining the community, yet we should look to the ultimate object of all these efforts is around the fireplace. The your art, your devotion, is in your homes."

Edmund Aman-Jean, a great artist, has two Pittsburghs: one which is a gigantic and perpetual Brazilian fusion, but gold—gold which is an immense garden, pierced with trees, where houses rise into the air of a beautiful park rather than a city.



City Of Contrasts

Looking at the Carnegie Institute city, "The people of Pittsburgh of coal and oil, iron and steel; the landscape of hillside and the fantastic commercial structures throbbing industrial life. Your mines and your management, which, it is claimed, export tonnage of the five greatest great mass of the wealth of our use the life of the people to a spirit which has dominated the city. It is apparent in your stately philanthropic institutions. The great building for young men and the board of education, and the University of Pittsburgh, with all combine to give to the life architectural beauty. Important the dominant features of your city in another direction for the sports. Their final abiding place is the chief evidence of your success, in your happy and contented



A great French painter, says: "You see red fires rise skyward from the mills, where not only iron is in the noble hands creates useful artists. The other Pittsburgh with beautiful avenues bordered like the castles of Europe, with more than a city."

Giant cauldrons in our mighty mills pour forth their rivers of steel. The throb of our mills is like the life-beat of our city's heart. In the words of President Coolidge, out of our mills have come our "enormous material resources, unfolding into the beauties of architecture, of sculpture, of music and of painting."

Telegraphing a la' Mode

New Simplex Printer Installed Here

The newest invention in Telegraphy has been installed in the Stenographic Department on the tenth floor. It is the Western Union Simplex Printer. The instrument looks much like a typewriter. Mrs. Eleanor Reed and Miss Marie Bianchi, who operate the Simplex, are very enthusiastic about the new machine. They say it is as simple and accurate as could be desired. In sending a message, the operator types it on the Simplex. Letter by letter, the message she is typing comes out at its destination (it may be New Orleans or Los Angeles), on the typewritten tape of another Simplex Printer. It seems miraculous, doesn't it—that a person can tap a typewriter key board, at

Kaufmann's in Pittsburgh, and have her typewriting come out on a tape in Los Angeles! Incoming messages are received here by the same miraculous process. A bell tinkles on our Simplex. Mrs. Reed or Miss Bianchi releases the machine and the little typed tape begins to roll out. It may be a telegram from New York or San Francisco, and here it is all complete and accurately typed. No code to interpret, no messengers, no delay. We are proud to have this mechanical marvel in our store. It is just one more indication that Kaufmann's keeps in step with the latest and the best improvements in every line.



Fabric Fashion Show a Great Success

The Fabric Departments and their related departments, Trimming and Patterns, conducted a very successful Fabric Fashion Show during the week of October 10th. The newest materials and patterns were featured in a number of attractive frocks, gowns, ensembles and coats. The departments were thronged with women who do their own sewing, for the Fabric Fashion Show was planned for their help and inspiration. Miss Elsie Johns, formerly associate editor of

Harper's Bazar, gave talks on style and fabrics and dress designing. Models from New York and four young women from our own departments modeled the gowns. Miss Helen Bonyak, of the Auditing Department; Miss Margaret Imfang, of the Bookkeeping Department, Miss Sally Thomas of the Shopping Bureau; Miss Alice Gangler, of the Corset Department made excellent models.



Buyers Abroad

Mr. Andrew Rosenberg, buyer of Men's Hats' is making his first buying trip abroad. He will visit England, Belgium, Austria, Italy and France.

Mr. W. R. Davis, buyer of Draperies, sailed on the Olympic early in November. He will visit the markets in England, France, Germany, Austria, Switzerland, Italy and Belgium.



First Junior Course

Graduates Twenty-Two

The first Junior Course graduated twenty-two wrappers, wrapper-cashiers, stock boys and and package boys. The last meeting of this group was held on Friday, October 28th. Mr. Oliver Kaufmann, in a short talk, congratulated the group upon "graduating" from the course. He said it was an inspiring thing to see young people in the store family so interested in their work and so eager to improve. Miss Doris Lee gave a splendid talk on the importance of being well groomed. Those who completed the course are:

Wrappers and Cashiers—Cecelia Boyda, Mary Dawson, Cecelia Demmel, Henrietta Hediger, Betty Howieson, Viola Hoffman, Mary Hellman, Mary May, Anna May McFerron and Margaret Oberst.

Package Boys—Charles Baxter, John Durkin, Robert McLaughlin, Alex Shabos, Charles Sossong.

Stock Boys—Ted Batuda, Fred Bader, Paul Gusky, John Hecht, Henry McCullough, Nick Susko, Morris Wesoky.

New Books in the Library

Oil—by Upton Sinclair
Giants of the Earth—by Rolsvaag
Wallflower—by Temple Bailey
Black Abbot—by Edgar Wallace
Crime at Diana's Pool—by Edgar Wallace
Land of Promise—by Lynn
Pressure—by Banning
That Island—by Marshall
Craven House—by Hamilton
Captain Jack the Scout—by McKnight
Angel Esquire—by Edgar Wallace
The Lovely Ship—by Storme Jameson
Split Seconds—by Scholtz
Islanders—by Hull
The Grandmothers—by Westcott
The Old Countess—by Sedgwick



Free Legal Advice

Mr. Amdur, attorney-at-law, is at the service of Kaufmann fellow workers who may wish legal advice. You will find him in the conference room of Mr. O. M. Kaufmann's office every Wednesday and Saturday from 9 to 10 a. m.

IS IT?

"I'm going to marry a pretty girl and a good cook."
 "You can't. That's bigamy."

Dining Room Staff of the Tulip Room



Left to Right—Nick Kouras, Mary Saber, Anna Segrist, Florence Troy, Bessie Little, George Muccie, Katherine Bannon, Sue Roman, Phoebe Drasdict, Henrietta Peprie, Angelina Peroni, Ed Hanneck

This is the good natured staff that makes service in the Tulip Room so good. Every one knows "Nick" who dispenses ice cream and sodas at the fountain. And Katherine, that speedy little checker, is also known to all the patrons of the Tulip Room. Angelina, Sue,

Henrietta and Anna serve those savory and tempting dishes at the counter, while it's due to the hustling of Mary, Florence, Bessie Phoebe, Ed and George that dishes are removed so quickly and tables and floors are kept so clean.



Turkey Dinner in the Tulip Room

A special Thanksgiving dinner will be served in the Tulip Room the noon before Thanksgiving—a regular Thanksgiving dinner! Roast turkey with stuffing, candied sweet potatoes, buttered peas, cranberry sauce, rolls or bread, coffee, tea or milk.

The same menu will also be served in the N. S. S. S. Cafeteria.



Basement Store News

Ask Miss Emge, captain of the "Georgettes" and Miss Roth, captain of the "Velvets" about the Ladies' Bowling League of the Basement Store. It's a good league and they're developing some bowling stars.

The Shoe Department girls visited Mrs. Blair at her home in Freeport on October 8th. They had a corn roast and attended a dance at Melwood Park. They had a happy time and voted Mrs. Blair a wonderful hostess.

We all welcome the new buyer of Ladies' Ready To Wear, Mr. Greenstone.

The girls of the Millinery Department go roller skating every Wednesday evening. They say it keeps them in trim, and there are those who declare that it is a good reducing exercise.

M. Roditi et Mlle. Garri

M. Roditi and Mlle. Garri, of our Paris office, visited us last month. While they are well acquainted with many of our buyers who, on their frequent trips to Paris, meet M. Roditi and Mlle. Garri there, this is the first time they have met the whole story family "on location", so to speak. It was a pleasure to have our French representatives with us and their comments on the store were very stimulating.

More Enrollments in Evening Schools

We regret that the following names were omitted from last month's report of fellow workers attending evening classes in the various school and colleges of our city.

Emma Schmidt, of The Misses Coat Dept. attending Allegheny High School.

Walter Patross, of The Ladies Coat Dept. attending Pittsburgh Academic School.

Sylvester Pindroh, of The Ladies Coat Dept. attending Allegheny Vocational.

John Hecht Jr., of The Duchess Shop attending Carnegie Tech.

Benjamin Harris, of The Ladies Coat Dept. attending Carnegie Tech.

Betty Ann Stain, of The Misses Coat Dept. attending Carnegie Tech.

Jerome Bauer, of The Advertising Dept. attending Latimer High School.

Edward Dorgan, of The Advertising Dept. attending Duquesne University.

Florence Brasley, of Accounts Receivable attending Carnegie Tech.

Thomas Byrne, of The Women's Coat Dept. attending Carnegie Tech.

Seven Boys Of Restaurant Staff Attend Night School

We extend our congratulations to "Harry Stewart's Boys" who are faithfully attending evening classes:

Henry Clay Pope, Duquesne University (second year pre-medical)

Otto Simonson, Fifth Avenue High School.

Naman Barnett, Schenley High School.

William Henry Davis, Westinghouse High School.

George Harley, Jr., Watt St. Auto Mechanics School.

William Lawson, Watt St. Auto Mechanics School.

Govan Martin, Watt St. Auto Mechanics School.

Forbes Street S. S. News

In connection with the "NO ACCIDENT CAMPAIGN" for the month of November at North Side and Forbes Service Stations, we have a group of over 100 Drivers divided into Teams of approximately 8 to 12 Men.

Each Team is supervised by a Captain whose duty is to talk to his Men daily on "Safety" and the prevention of accidents.

A Meeting is held every Thursday Morning at 10:30 and "SAFETY" is the main topic of the Meeting.

We believe Kaufmann's Chauffeurs are becoming the most careful organization of Drivers in the City of Pittsburgh. This can be attributed to the selection of the Men at the time of employment, constant supervision and a constant endeavor to drive safely.

Watch For Honor Men's Pictures

At the conclusion of the November Safety Drive the STORAGRAM will publish the names and pictures of the men whose careful work has earned them a place on the honor roll.

About this time of year, some of our boys develop an itching in their shoes to go hunting. It can't be for the value of the loot they bring back, that they trudge over miles of wet leaves and marshy ground. As one of them explained, "It's the smell of the woods." Perhaps. And then again, it may be a proof of Darwin's theory.

The Delivery Department, often referred to as the "salesman who closes the sale", is approaching its busiest season. It requires stout hearts and strong physiques to cope with the congestion, the inclement weather and the heavy loads of the holiday season. We have stout hearts and strong physiques. And we also have a corps of mechanics who know how to keep the wheels going 'round, how to start these wheels when they stop, how to dig them out when they get mired, how to make a thousand and one adjustments necessary to the proper functioning of each truck.

"I Don't Know"

The most unsatisfactory answer you can give to any question. Might as well cut it out, for it won't get you anywhere. For instance, if some one asks you what kind of weather we're going to have tomorrow, tell him it's going to rain. If it does rain—why, you're a prophet. And if it doesn't rain—well, he's only had the inconvenience of carrying an umbrella—and you're no worse in his opinion than if you'd said, "I don't know."

Furnace Lingo

"Oh, mother, there's a murderer in the basement!"
"What makes you think so, my child?"

"I heard the gardener tell the butler, 'We might as well kill the other one.'"

Painless Extraction

One of our fellow workers recently had his pay envelope removed, intact, from his trousers pocket while he was boarding a crowded street car. The operation was painless but the after-effects were extremely painful. This may serve as a reminder to others that the holiday rush will soon be on, and crowded street cars provide very satisfactory operating rooms for those who specialize in this sort of "painless extraction".

Ed Shearer, assistant foreman, has adopted the toga of his station. He's now wearing a long linen duster instead of the usual coveralls. With his benevolent countenance and his long, lean frame garbed in this new scenery, he seems to beckon us to follow him down the sawdust trail.

Kid Custer announces his candidacy for membership in any good bowling team. He hasn't announced which plank he's running on—wet or dry.

Louis Serafini and Louis Denmark are the organizers of a new football team that will start functioning about the first of the year. The endowment was secured by the sale of seven million ten-cent tickets.

Who Was Surprised?

"Where'd you get all that derby hat?"

"Hit's a surprise fum mah wife."

"A surprise?"

"Ah cums home de other night unexpected an' found hit on de table."

He—"My education cost me \$8,000."

She—"Money doesn't go far these days, does it?"

Ninth Floor Notes

Miss Helen Hausman, of the Drapery Department, entertained several of her friends at her home on Thursday evening, October 27th, with a most delightful dinner. After dinner, the evening was spent in hilarious festivities and general gossip about each other's costumes. "A Good Time was had by all—and how!"

Mrs. Gay recently spent a pleasant week-end with her folks who reside in Erie, Pa.

We are sorry to hear that the packers who are situated in the far away corner of the floor behind the freight elevators are going to migrate to the eighth floor. Their favors and pleasantness will be greatly missed. They will return after the seasonal rush.

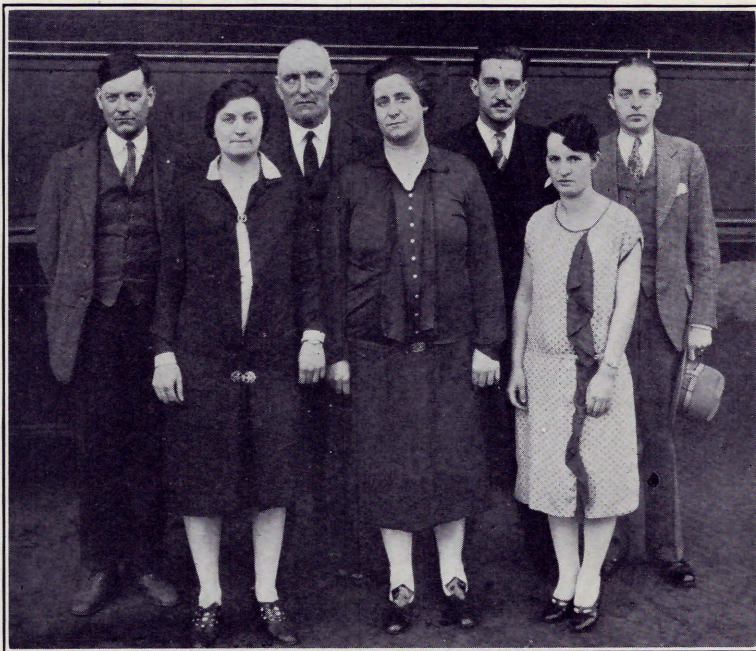
Mrs. B. H. Rynd has been added to the staff of the Drapery section, to serve as Mrs. Davis' secretary. Welcome!

A new member has been added to the family of Frank Lents. A bouncing baby girl weighing 9½ pounds was presented to him. Members of the floor gave "daddy" some useful gifts.

Our sincerest sympathy is extended to Irvin Wolf, of the Rug Department, who has recently lost his father.

Dad Dougherty informs us that he is making preparations for his yearly expedition. This time it will be the Golden West with California as the limit.

N. S. S. S. First Aid Team



First Row—Mrs. King, Mrs. Price, Miss Zehfuss

Second Row—Ray Beardsley, George Young, Jerome Lagorio, Richard Smith (Chairman).

These are the people who man the Safety Stations of the big warehouse. There are three of these Safety Stations—one on the first, one on the second and one on the seventh floor. The members of the First Aid Team stand ready and able at all times to give skillful aid in case of accidents. To date, the North Side Service Station has an excellent record in the matter

of accidents. We know the First Aid Team will be there if anything *should* happen, but we know, too that they believe that prevention is better than first aid. Let's join them in the big wish that November, the No-Accident-Month may close with a 100% record for the N. S. S. S.

News and Views from Across the Pond

Talk about your pool sharks. Richard Smith was playing Mr. Claherty the other day and Claherty called a shot in the side pocket and he made it—in the side pocket of the next table!

Jimmie Ward in the Radio Department *says* he got that black eye playing football.

Speaking of Scotch economy—it's said that Dave McConnell and Harry Grosskopf use one pair of spectacles between them.

A genuine antique—McCarthy's vest.

The fellow workers of Mr. Bosworth extend their sympathy on the recent death of his brother.

Speaking of chauffeurs picking up things on wagon calls—the other day Whitey Weltz brought in a police dog.

Aviator Dewey Noyes, who flies a mail plane, was formerly manager of the North Side Carpet Workroom. Recently Pilot Noyes was unable to raise his plane, according to a newspaper report, and was forced to fly under the city's bridges.

Mr. I. Gatfield, of the North Side Delivery Department, was an aviator during the World War. He spent two years in the aviation in the English army. So far, we haven't been able to get a story out of him, but we hope to get him to talk some day and we promise a war story that will rival any you ever read.

We might mention here that "Red Gatfield" is giving flying lessons to Lew Heisel, another N. S. driver. So don't be surprised to see Lew deliver packages via the housetops in the real Santa Claus way!

Strikes and Spares

Waivers have been asked on O'Donnell of the Colts. Capt. It is rumored that Weiland of the Colts has him signed up at \$3,000 per annum.

Ertle of the Cubs, like the mighty "Babe", has staged a comeback, having an average of 112 at the present standing against that of 77 in the 1926-27 League. Keep up the good work, Ert!

The low score 'champ' at Bear Run, none other than the noted Jake Thierry, is improving with age. The latest calculations give Jake an average of 100 flat.

It looks as if the Paley Pills are in bad need of moral support or what ever you have. Mr. Paley asks the boys who picked his aggregation. (They blame it all on Linder).

They tell us that when Stevens gets in action the Pin-setters seek their armour.

Eggers is having special midget balls made for him as he tells us that the regular pills are too heavy.

Capt. Stitzel of the Mark-Ups could very handily use past seasonal scores on the Bear Run Alleys.

To date Luft seems to be unchallenged high scorer with a total of 241. Try and Beat It!!!

The Teams' standing at the end of the week of October 6 is as follows:—

	Won	Lost	Ave.
Wolf Cubs	9	3	.750
Goldstein Ivories	8	4	.667
Oliver Hounds	7	5	.583
Edgar's Colts	6	6	.500
Clarkson Mark-ups	6	6	.500
Paley Pills	0	12	.000

N. S. S. S. Bowling League

Captain	Team	Games Won	Games Lost
Willis	Chestnuts	17	7
Wassel	Poplars	15	9
John	Mahoganys	13	11
Beardsley	Oaks	13	11
Bottomf	Birhces	10	14
Weltz	Pines	7	17

High Scores—October 6th, Brush, 171; October 13, Brush, 159; October 20, Docek, 167; October 27, Carlin, 156.

Captain Lucky Willis and his Chestnuts won the monthly prize for October with a total of 5599 Pins.

A Good Letter

Mr. Kaufmann,
Pittsburgh, Pa.

Dear Sir:

Yesterday while I was in the store at the Table Linen counter, I left my pocket book containing between \$40 and \$50. I left the store and had gone several blocks before I discovered that I did not have my purse. I went back and found that one of the clerks had turned it in to the Service Desk and I got it all right. I am very grateful.

Respectfully yours,
Mrs. I. M. S.
Dennison, Ohio

Four Prize Winners



Mr. Henry Hirsch, Miss Anne McDermott, Mrs. Becky Sobel and Frishler were four of the prize winners at the Hallowe'en Masquerade.

Basketball Team Organizes

Kaufmann's have decided to sponsor a basketball team in the Commercial and Industrial league in which the following clubs hold franchises:

Duquesne Light Company, Pittsburgh & Lake Erie Railroad, Liberty Baking Company, Dravo Construction Company, Carnegie Steel Company, Reliance Life Insurance Company, Donahoe Company.

From the above list you can see that we are going to travel in "fast company" and a high grade team will be necessary for us to make a good showing.

All those interested in playing on such a team, attended an organization meeting in the Employees' Dining Room, 13th Floor, Thursday November 10th at 5:15 P. M. Mr. Roland Friedlander presided.

In next month's issue of the Storagram we expect to show you a picture of Kaufmann's Basketball Team, and there will be a report of the games.

A DILEMMA

A small girl asked her mother: "If I grow up and get married, will I have a husband like papa?"

"Yes, dear," the mother replied.

"And if I do not get married, will I be an old maid like auntie?"

"Yes."

The little girl thought for a minute, and remarked: "Well, I'm in a fix."

Teacher—"What insect lives on the least food?"
Bright Student—"The moth, it eats holes."—Topics

First Floor News

Mr. Harold Braverman was recently elected vice president of the Adelphi Club.

The girls in the Tie Department are all set for the biggest Christmas business in the history of that department.

"Slim" Hauser says now that we have our "heavies" in it reallyotta snow!

A sequel to Bear Run—a group of First Floor men who had good times together at Bear Run last summer have organized a social and athletic club. They are: Mr. H. Braverman, Mr. J. Cohen, Mr. L. Stein, Mr. L. Lieberman, Mr. I. Goodman and Mr. S. Finkelstein.

Jack McDonald, who worked in Men's Furnishings as an extra last Christmas, has joined the department as a regular salesman. Welcome, Jack.

The Jewelry Department is still feeling elated over having captured the Floor Cup in the Anniversary Sale. They take it to signify that they will probably do big things during the holiday season, too.

Ed Siefer, the popular stock boy in jewelry was greatly missed when he was out on account of illness and all his associates sent him best wishes for a speedy recovery.

Miss Westerbeck, of the Jewelry Department, is welcomed back after an illness that kept her away for five weeks.

Mr. Keyes is welcomed as a new member of the Watch Repair Department.

We extend our sympathy to Miss Gertrude Aspell on the recent death of her mother.

The Leather Goods Department is glad to have Miss Burkhardt, assistant buyer, back after her illness.

Miss Southard had an exciting experience and a fortunate escape from serious injury when the street car in which she was riding recently collided with a truck, injuring a number of passengers.

Miss E. Jane Hunter, who was for a number of years an efficient salesperson in Toilet Goods, has recently been made Assistant Buyer of Toilet Goods in the Crowley Millner store in Detroit. All her former associates here wish her success in her new position.

Miss Florence Henderson, of the Candy Department, has been away ill for the past four weeks. We all wish her a speedy recovery.

Mr. Pappas, is now in charge of the Soda Fountain Department. We all wish him success! Miss Lena Pazza, head dispenser of the Soda Fountain, always has a pleasant smile for her customers!

By the way, Mildred Moody, who is the lucky fellow? We are all anxious to know when it's coming off.

Mr. Edgar J. Kaufmann was the main speaker at a luncheon meeting of the Chamber of Commerce on Wednesday, October 26th.

Mr. Kaufmann was invited to address the assembly in connection with the Management Week Program. Business and Industrial executives who are members of the Chamber's sixteen councils heard his discussion.

A Nautical Painter

"Oh, well," said the painter, as he fell off the scaffold with a bucket of paint on each hand, "I'm going down with flying colors, anyway."

Third Floor News

The Infants' Department will miss their friend Mr. Sauers who goes to the Toy Department for the holidays.

We notice that Mr. Minnich, Mr. Matz, Mr. Heidler and Mr. Hare are frequent patrons of the Tulip Room. From which we judge that Tulip Room food must be good!

Mrs. Frick, formerly Miss Betty Wald, has returned to the Children's Shoe Department, and we are glad to have her with us again.

We send best wishes for a speedy recovery to Miss Clara Stanley's sister who was recently hurt in an automobile accident.

J'ever hear anything like the commotion some tiny tots can make at their first hair cut?

FOURTH FLOOR

A farewell dinner was recently given at the William Penn for Mrs. Lehman. The girls of her department presented her with a beautiful French umbrella. A kindly wish for her success and happiness went with every flower that decorated the table, and there were many of these. Mr. Marshall was chairman of the committee for the affair.

Miss Shapiro, who succeeds Mrs. Lehman as Mrs. Heyman's assistant, has the best wishes of all her associates.

Mrs. Mills, the well remembered hostess at Bear Run, is now a member of the selling staff in the Ladies' Coat Department.

Miss Maude Bean's engagement to Mr. Warren Babcock, of Chicago, has been announced.

Miss Doyle entertained the girls of the Sports Shop recently at a party which was voted a glorious success.

Miss Margaret Hickey, of the Missess Coat Department, has been ill for several weeks. We are wishing her a speedy recovery.

Miss Mildred Edlis, whose mother's illness keeps her away from her work is greatly missed.

FIFTH FLOOR

The Fifth Floor is still thrilling with pride over having captured the Honor Cup. Mr. Edgar Kaufmann made the presentation, congratulating the assembled salespeople upon having secured for their floor the highest percentage of increase over last year's business. The fifth floor people say they're going to keep that cup. "If you don't believe it, try and get it."

Miss Newfiled, for many years a very efficient salesperson in the Shoe Department, has left to reside in New York. She is greatly missed.

The girls of the Millinery Department have a cheerful custom. Each girl gives a "blow out" on her birthday. Miss Bittner and Miss Wilson have recently had that pleasure. On these occasions Miss Fedora Eisenberg has starred as an entertainer. It is said that her signing is both beautiful and torrid and that she's as funny as Messers. Meyers and Goldstein.



Joe Miller's Society Orchestra furnished the music for the Hallowe'en Frolic and Masquerade.

SIXTH FLOOR

We wish to extend our sympathy to Miss Beike on the recent death of her brother.

Mr. Bob McKendrick, who recently deserted the rank of bachelors, is certainly a smiling benedict.

Miss Frankowski made a lovely bridesmaid at a recent wedding.

Our sincere sympathy goes out to Mr. Keifer on the recent death of his daughter.

All the girls of the Negligee and House Dress Departments join in wishing Mrs. McDonald a speedy recovery.

Mrs. McGarry was recently hostess at a beautifully appointed dinner given for the girls of her department.

Mrs. Flannigan, who was formerly Miss Catherine Harmon of the Corset Department, is the proud mother of a fine baby boy.

Miss Margaret Smith, of the Knit Underwear Department, has returned from a six weeks' trip to California.

Mrs. McGovern recently entertained the girls of the Knit Underwear at a delightful dinner.

TENTH FLOOR NEWS

From the Advertising Department comes the interesting news of several engagements,—Miss Peggy Weiland, Miss Mamie Sweeney, Mr. Charles Amdur and Mr. Patrick Frances Dolan. Mrs. Marie Cashdollar, who has been absent on account of illness for many months, is now gradually recovering and during a recent visit in Atlantic City, sent the Advertising Department some delicious candy. Miss Leila Fraser Bon, formerly with the J. L. Hudson Co. of Detroit, has joined the office staff of that department and we wish her success with us.

The Bookkeeping Department tells us that Mildred Fogel has recently undergone an appendicitis operation, and every one wishes her a speedy recovery. Miss Nellie McCarthy, also from this department, was married on October 12, and is now Mrs. John J. Morris.

Miss Belle Rubinoff, budget clerk, has announced her engagement.

Mr. Arthur Slaughterback, office machine repair man, recently spent three weeks in the Detroit factory of the Comptometer Company. He studied the theory and construction of the machine and can now assemble a comptometer.

Do You Always Get Your Cue?

Mrs. Traister, of the House Furnishings Department, was alert enough to get a cue, in conversation with a customer, the other day. Result, a \$42.50 sale! This is the story: the customer asked to see mail boxes, "something big enough to hold magazines," he said. While looking over the mail boxes, he remarked that he wanted this for a new home. Mrs. Traister, was interested and asked, "Are you planning to use color in your kitchen? Kitchen things this season, are so colorful and attractive." The customer said they were having a green color scheme in the kitchen of the new home. Good! Mrs. Traister showed the lovely green enamel ware to her customer; then, she brought out matching green scales—and, for a climax, an electric toaster with green cord and tray.

The man was delighted. It was the first time he had ever seen such things. In fact, the whole idea of "color in the kitchen" was entirely new to him. And you can see how it delighted him. His new home was the subject nearest to his heart just then. And here was something new and appealing and just seemed made for his new home.

To make a long story short, he purchased from Mrs. Traister forty-two dollars and fifty cents worth of "color in the kitchen" and he came in to buy only a mail box!

SEVENTH FLOOR

The Hallowe'en dinner and masquerade which the Seventh Floor departments held at Riverview on October 25th was a most successful affair. Mr. Harris and Mr. Nicholas made great after-dinner speakers.

Prizes were given for the funniest and for the best costumes. The winners were as follows: Miss Marie Smith, dressed as a farmer boy, won the first prize for the funniest dressed. The prize was a pair of silk chiffon hose donated by Mr. Ertle, the Assistant Buyer of the House Furnishings. Mr. Jack Thierry, Packing Supervisor, dressed as an Irish miner, won the necktie given by Mrs. M. Carson, our Wear Ever Demonstrator of the House Furnishings. Mr. Glen Bennett, who is also associated with the store, was dressed as an English Dude and won the necktie donated by Mrs. M. Wiley of House Furnishings. Miss Marcelle Mahoney, of the Sixth Floor appeared as Pierrot and won the five pound box of candy donated by Mr. Hanna of House Furnishings. The door prize was won by Miss Maxine Wiley, daughter of Mrs. Mary Wiley, the prize being a console set given by Mr. Nicholas of the China Department. The prize waltz won by Miss Marie Peters of House Furnishings and Mr. Tandy, Floor Supervisor of the China Department. The prize was donated by Mr. and Mrs. C. C. Schmidt. Miss A. M. Davis donated the table decoration and also led our songs.

We are sorry to say we did not have the pleasure of Mr. and Mrs. Flynn's company for the evening. They had purchased their tickets but owing to Mr. Flynn's trip to West Virginia, they were unable to attend. We certainly enjoy their presence at all of our festivities.

We are looking forward with great enthusiasm to a Valentine Party to be held in February and we hope all that were not present will make a special effort to attend.

TRANSFERS AND PROMOTIONS

NAME	FROM DEPT.	POSITION	TO DEPT.	POSITION
Martine Humphrey	S. Contingent	Sales	Art Needlework	Sales
Sarah Daugherty	S. Contingent	Sales	Table Contingent	Sales
Marcella Olson	S. Contingent	Sales	Children's Underwear	Sales
Charles Cmada	Basement Store	Stock	Basement Coats	Sales & Asst.
Ruth Storey	S. Contingent	Typist	Credit Adjustment	Typist
Mary Schlatter	Tea Room	Cashier	Credit	Cashier
Ruth Wiltshire	Millinery	Stock	Tea Room	Cashier
Margaret Quealey	N. Contingent	Cashier-Wrapper	Stock	Marker
Edna Richter	S. Contingent	Sales	Glassware	Sales
Elizabeth Finegan	Basement	Wrapper-Cashier	Men's Furnishing	Sales
Dan Spisak	S. Contingent	Sales	Men's Pants	Sales
Mary Elk	N. Contingent	Stock	Marking and Receiving	Stock
Anna Allgier	Laces	Sales & Asst.	Handkerchiefs	Assistant
Henrietta Bott	S. Contingent	Sales	Princess Shop	Clerk
Kitty Elmer	S. Contingent	Sales	Accounts Payable	Clerk
Catherine Coles	S. Contingent	Sales	Shopping Bureau	File Clerk
Genevera Allen	S. Contingent	Sales	Information	Clerk
Florence Spang	S. Contingent	Sales	Information	Clerk
Joseph Karasinsky		Package Collector	Basement Shoes	Sales
Edna Johns	Infants Dept.	Sales	Auditing	Charge Auditor
Mary Libbon	Toy Dept.	Inspector	9th Floor	Head Inspector
Pearl Cornelius	S. Contingent	Sales	Information	Clerk
Margaret Spada	S. Contingent	Sales	Art Wares	Clerk
Magdalen Wacker	Mailing Dept.	Messenger	Supt's. Office	Stenographer
Marie Salmon	Housefurnishing	Packer	Auditing	Charge Collector
Simon Franklin	Restaurant	Bus Boy	Restaurant	Waiter
Edward Brush	Forbes St. S. S.	Shipping Clerk	N. S. S. S.	Ret'd Goods Cashier
Alice Englert	S. Contingent	Sales	Accounts Payable	Clerk
Agnes Ruth	N. Contingent	Wrapper-Cashier	Men's Hats	Cashier
Vera Bohar	N. Contingent	Clerk	China Office	Clerk
Daisy Masiker	Men's Clothing	Wrapper-Cashier	C. O. D.	Audit Clerk
Viola Tomblin	S. Contingent	Sales	Home Furnishings	Demonstrator
Roger Ross	N. Contingent	Stockboy	Fur Storage	Stock
Alan Gumbert	S. Contingent	Sales	Clocks	Sales
Rosella Bachman	N. Contingent	Sales	Infants Dept.	Sales

A Satisfied Customer



Picture by courtesy of National Cash Register Co.

She came to Kaufmann's because she believed she would find what she wanted. She did find it—and she found more than that.

She found interested, intelligent salespeople who introduced some very new merchandise to her—things she was delighted to know about.

She found wrappers who did up her parcels with a skill that amounted to art.

In short, she found a store where it is altogether a satisfaction and a joy to go shopping!

She radiates the holiday happiness—and every one who served her in her shopping here contributed to that holiday cheer. This is no small part to play.